



Tenets of Business Writing Skills – Learning to Manage Business with new Expertise

Nandan .P. Asst.professor in commerce, Sri H D Devegowda Govt. first Grade College,
Paduvalahippe Holenarasipura Taluq, Hassan Histricit Karnataka

Abstract

Business writing skills (BWS) are most imperative & transferable skills that business world requires today. Most business professionals, such as marketing, finance analysts, R & D (Research and Development) managers, need excellent writing skills to properly convey their ideas and concepts. Business Writing should be straightforward, to-the-point emails, adjoined with attention-getting subject lines, a strong pilot sentence, linked by a reader-friendly layout to highlight main ideas, Business writing these days demands best practices of email etiquette, Systematizing the findings into a concise, effective format, designing well-built paragraphs to state the case impressively, adding graphic elements to organize and support ideas. This paper examines the importance of BWS skill enhancement in good management & analyses the art of teaching BWS in simple steps.

Key words: *Business writings, Effective word formatting, Management techniques Skill enhancement*

Introduction

Business writing skills (BWS) is one of the most important transferable skills that business world requires today. Most business professionals, such as marketing executives, finance analysts, R & D (Research and development) managers, need excellent writing skills to properly convey their ideas and concepts. Business Writing should be straightforward, to-the-point emails, adjoined with attention-getting subject lines, a strong pilot sentence, linked by a reader-friendly layout to highlight main ideas, Business writing these days demands best practices of email etiquette, Systematizing the findings into a

concise, effective format, designing well-built paragraphs to state the case impressively, adding graphic elements to organize and support ideas.

The need of business writing arises while effective management of the business in question. Smart business managers, advertizing copy writers. HR managers & other employees need BWS.

1. **Advertizing Copy Writers-** Writing skills are particularly important to advertising copywriters. These professionals create magazine, newspaper, and Internet advertisements to convince readers to purchase a company's products or services. For example, an



advertisement's headline must grab the consumer's attention and get her to read the company's offer. A company's sales brochures and other advertising materials must also be written effectively.

2. **Company Communications-**

Writing skills are important in many types of company communications, including emails, reports, presentations, company brochures, sales materials, and visual aids. For example, a marketing research manager's reports should be comprehensive and informative, yet written on a level that any employee can understand. Plus, as more companies operate internationally, emails are replacing telephone communications.

3. **Human Resource Managers-**

Human resources managers need excellent writing skills to attract, select, and hire the right employees. It takes a considerable amount of money to place advertisements and hire employees. Job advertisements must appeal to job applicants with the right education and experience. Human resources managers with the best writing skills know how to state specific qualifications in a job advertisement.

4. **Employees-** Employees need to know how to write effectively. They must also be discreet in their written work. For example, employees should not write emails when they are angry or upset as emails can be saved and later printed. An employee who says

inappropriate things in an email can create trouble or even be fired. Jokes, profanity, and crude written communications are also prohibited in the workplace.

Benefits of Learning Business Writing Skills

There are several benefits in learning business learning skills

- Updating and improving business writing skills for more effective and persuasive emails, memos, letters and reports
- Organizing documents with readers' needs
- Creating reader-friendly layouts to highlight important information
- Crafting sentences that get and hold readers' attention quickly
- Editing writing for clarity
- Easing business reading
- Avoiding artificial expressions
- Avoiding common grammar, punctuation and usage errors

There are certain important points one has to note while making business writing

- Stating the purpose promptly
- Separating details from actions
- Writing conversationally to engage your readers



- Updating your writing style for today's business environment
- Being specific and concrete
- Being personal and positive
- Avoiding overworked words and phrases

Organizing BWS Information

Organizing BWS information depends on several conceptual understandings. How to start writing quickly, organizing information to help readers "Data dumping" and mind mapping as organizational tools is very essential. By being concise and clear many business can be managed easily. Measuring writing efficiency with right choice of words, Recognizing /eliminating unnecessary words, phrases and repetition of words Substitute heavy, confusing phrases with simple language can be the best option. BWS can be more effective with Salutations and openings that get immediate attention, Effective transitional sentences and closings, personalizing letters to create interest and establishing direct credibility, being positive and conveying sincerity is required.

Reviewing Mechanics

- Correct grammar, punctuation and word usage
- Parallel construction
- Proofreading techniques

Showing Emphasis

- Structure your sentences for greater impact

- Reduce unnecessary story details
- Design your page effectively

Writing Emails, Memos and Reports one should keep in mind the following points

- Writing should be straightforward, to-the-point emails
- Creating attention-getting subject lines
- Knowing to write a strong pilot sentence
- Using a reader-friendly layout to highlight main ideas
- Following the best practices of email etiquette
- Systematizing the findings into a concise, effective format
- Designing well-built paragraphs to state the case impressively
- Add graphic elements to organize and support your ideas
- Using an efficient format for proposals

Conclusion

The BWS is a simple technique of improving business management. Knowing the purpose a piece of writing serves gives a sense of direction. Writing a business report should follow a specific format; for example, an in-office email could be short and informal, but a customer email or a PowerPoint presentation should follow guidelines of courtesy, clarity and conciseness. Keeping in mind what the recipient seeks to learn



narrows down the possible directions of writing. Style, tone, and vocabulary use should be in line with audience and situation. This is not just a matter of appropriateness and content effectiveness, it's about flexibility to communicate adeptly with different audiences, to empathize with them, and thus be able to connect at an appropriate and effective wave-length. Every piece of writing should be properly formatted to maximize efficiency. Use headlines, bullet points, numbering and other formatting features (bold, italics, different colors) to ensure the reader can skim and scan with ease through your text. But don't overdo it! Too many distracting visual elements take the focus off your message. This applies to all types of writing. Whether it's an email, a report, or a presentation, formatting helps your writing become clear and user-friendly. All this will lead to effective management of business. The changes in business management has been changing steadily & progressively hence the transaction modes should also involve greater transformation. The

Business writings skills if used effectively with good etiquette will become a multipurpose medium.

References-

- Bryan Garner- HBR Guide to Better Business Writing (English)-harvard business school 2012
- Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu *the Business Writer's Handbook*, 9th ed., (St. Martin's Press, 2008).
- Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu. *The Business Writer's Handbook*, 8th ed. St. Martin's Press, 2006)
- Inkster R and J. M. Kilborn, *The Writing of Business*, Allyn and Bacon, 1999
- John Clayton, Holly Weeks, Nick Wreden, David Silverman, Richard Bierck, Christina Bielaszka-DuVernay -A Guide to Better Business Writing, 2nd Edition Harvard Business Review Publication: 2011